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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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EXAMINER	
JANVIER, JEAN D	

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 04/20/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/315,822	CHRISTENSEN, SCOTT N.
	Examiner	Art Unit
	Jean D Janvier	3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *07 July 2003*.

2a)☒ This action is **FINAL**. 2b)☐ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-11* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-11* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date *25*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Specification

Priority

The claimed invention, as it now stands, receives priority date from application 08/630,330, filed on April 10, 1996, now U.S Patent 6,035, 280.

Status of the Claims

Claims 1-11 are currently pending in the Instant Application.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 1-6 and 9-10 are rejected under 35 U.S.C. 102(e) as being unpatentable over Barnett et al. (hereinafter Barnett), US Patent 6, 321, 208B1.

The rejection to claims 2-3 and 9-10 remains unchanged since the **means for accessing and updating means, as recited in parent claim 1, do not involve the in-store redemption system per se.**

As per claim 1, Barnett discloses a system for distributing in an interactive manner over a computer network or the Internet by an online service provider 2 of fig. 1 electronic coupons (Virtual coupons) received from coupon issuer 14 or coupon distributor 16 to registered users using remote computers 6 of fig. 1 wherein a central repository or database 40 of fig. 6 associated with online service provider 2 stores electronic coupon packages and a database file 42 stores users' demographic data or profile data (name, address, income, etc.,), provided by the users during an online registration process with the online service provider 2, and survey responses given by the users. First, a user initially visits the online service provider 2 web site and downloads or accesses generic or untargeted electronic coupons or coupon data stored in database 40 and the demographic data collected from the user during the initial visit (registration process) are used to target specific coupon data packages for subsequently downloading by the user. It is further understood that those specific coupon data packages generated for the user or specific user are stored in the database 40 of the online service provider 2 along with uniquely created user-specific identification indicia uniquely identifying the user or customer using or participating in the online coupon distribution system (col. 7: 55 to col. 8: 5; Claim 1 of the current reference). Once the user joins the online coupon distribution system subsequent to the registration process during the initial visit, the user can connect or access or log into, by inputting via a keyboard his identification number or user-specific ID and/or login name, the online service provider 2 system having an associated web site where the said user can download (request) from database 40 of the online service provider 2 targeted coupon data, specifically directed to his attention, to his personal computer 6 where the coupon data can be stored in a

local database 30 of fig. 2 or used by the user to print one or more coupons 70 as shown in fig. 5 using a printer 8 attached to the user's computer 6 (col. 8: 22-37; col. 8: 46-47; col. 6: 50 to col. 7: 11; col. 9: 33-52). The one or more printed coupons are presented for redemption in the normal or conventional fashion by the specific user or customer when shopping at a desired retailer. Following the redemption process, the redeemed coupon data are transmitted by the desired retailer to a coupon redemption center 13 where they are electronically read and the user-specific data are recorded in a coupon redemption database (D/B) 12. Additionally, the user's transaction data including the redeemed coupon data (redemption data) are provided to the coupon issuers 14 and coupon distributors 16 of fig. 1 for integration into further marketing analysis; in order words, the coupon issuers 14 and coupon distributors 16 of fig. 1 utilize the user-specific data (coupons deleted, coupon printed and demographic data) along with the redemption data to generate or compile subsequent coupon packages targeted specifically or directed to the user's attention (using redemption data to update the user's virtual coupons or electronic coupons) (See abstract; col. 6: 58-65; col. 7: 12-20; col. 7: 45-55).

As per claim 4, Barnett discloses an online coupon distribution system wherein the user is allowed to print a particular coupon only **once**, good for a one-time redemption, thus providing for security and guarding against fraudulent redemption since any subsequent attempt to redeem the same printed coupon or a duplicate by a user will exceed the number of times the printed coupon can be redeemed (tracking or counting system) (col. 3: 44-52; col. 11: 11-23; col. 11: 44-50).

As per claim 5, Barnett discloses an online coupon distribution system wherein a printed coupon printed by the user comprising a bar code 90 representing a user's unique identification number such as his social security number and/or online service address or e-mail address, the UPC bar code 84 and number 82 of the product associated with the particular printed coupon, redemption instructions 88, the coupon value 74 and so on and so forth (fig. 5; col. 7: 21-32).

As per claims 3 and 6, Barnett discloses an online coupon distribution system wherein, during a registration process, the user using personal computer 6 can transmit data such as demographic data, via **a computer network or the Internet or data link 4 of fig. 1,** to the online service provider 2, which stores the demographic data in a database file 42 of fig. 6 and, once registered, the user can also receive data, such as targeted electronic coupon or virtual coupon data, from the online service provider 2, which stores the electronic coupon data in database 40 or central repository. In another embodiment, it is contemplated that coupon issuers 14 and coupon distributors 16 can also transmit electronic coupon data, via the computer network or Internet or data link 4 of fig. 1, to online service provider 2 of fig. 1 where they can be downloaded by the user or users (See abstract; col. 6: 52 to col. 7: 5; col. 7: 56 to col. 8: 5; col. 9: 33-52).

As per claims 1 and 4-6, Barnett does not expressly disclose **using a kiosk or an in-store redemption system** for entering a consumer identification, retrieving from a remote database coupon data to print a targeted coupon, having imprinted thereon in bar code form the consumer's identification, based on the consumer entered identification, counting a number of

times a consumer redeems a particular coupon and for indicating fraud if this number of times exceeds a preset number.

However and in general, Barnett explicitly discloses, in the background section, that US Patent 5, 176, 224 to Spector teaches a closed-loop coupon system, which consists of a kiosk type or coupon dispenser-printer system located at a retail store (in-store redemption system). The kiosk or coupon dispenser-printer system is linked to the manufacturer's system in order to obtain specific coupon information. A consumer selects the desired coupon at the kiosk and the coupon is printed and dispensed. Subsequently, the consumer presents the printed coupon at the cash register where a discount is applied and the discount transaction data are transmitted back to the manufacturer for further marketing analysis. Furthermore, Barnet discloses that US Patent 4, 674, 041 to Lemon teaches a system with remotely located coupon printing stations capable of limiting the number of coupons printed in a given time period. Each coupon station has a display for indicating the available coupons, selection means to allow the consumer to choose the desired coupon and a coupon printer for printing the selected coupon. The system disables display of a particular coupon when a pre-selected coupon limit has been reached. Finally, Barnett admits that the prior art fails to provide a secure, interactive and targeted coupon generation system in which the user can request, store, manipulate and print coupons as desired based on the user or consumer specific profile information, such as demographic data, data representative of coupons requested, selected, printed and redeemed, and wherein the specific profile information and transaction data related to the redeemed coupons are forwarded back to the coupon issuer 14 and coupon distributor 16 for further processing and marketing analysis to thereby efficiently

targeting subsequent coupon delivery to the user or consumer. In short, Barnett does disclose the use of kiosk or coupon dispenser (in-store redemption system) located at a local retail store. See col. 3: 36-62.

Therefore, an ordinary skilled artisan, implementing the Barnett's system, would have been motivated at the time of the invention to use an interactive kiosk (in-store redemption system), as taught by Barnett, located within a retail store 10 as an alternate delivery or distribution means so as to allow a user visiting the retail store 10 to input his login name and password or any other identification information via a keyboard coupled to the kiosk, linked to the online service provider 2 server database 40 via a communication means to retrieve targeted coupon data stored therein, to request, view, select and retrieve in an interactive manner targeted coupon data stored in the consumer's or user's file in database 40 and related to at least one discount coupon based on the consumer's aggregate profile information, wherein the retrieved coupon data are used to obtain a secure hard copy or to print the at least one coupon 70 using a printing device connected to the interactive kiosk, having the necessary computer hardware and software, and wherein the printed coupon 70, having imprinted thereon a bar code 90 indicative of the consumer identification, bar code or product UPC 82 and bar code 84 representative of the discounted product, redemption address 86 indicative of the local store 10, redemption instruction 88, offer description 76, expiration date 78, logo 80 and coupon value 80 (fig. 5; col. 12: 14-25), is taken by the consumer to the local store 10 checkout where the coupon 70 is redeemed, by reducing the consumer's transaction by an amount equal to the coupon value 74, when a product in the consumer's order matches the product UPC code 82 following a validation

process via a remote coupon clearing center 13 and wherein, at the end of the transaction, the consumer's transaction data including the redeemed coupon data are not only being forwarded to the coupon issuer 14 and coupon distributor 16 for integration into marketing analysis to further prepare more targeted coupon data stored in remote database 40 and made available via the consumer's PC 6 and the retail store kiosk to the particular consumer, but also are being used to prevent any subsequent redemption attempt since a printed coupon 70 is redeemable only once, thereby rendering the coupon delivery or distribution system more flexible and readily accessible to a consumer by installing an interactive kiosk, coupled via a communication means to the online service provider 2 database 40 storing the consumer's targeted coupon data, at a local store 10 proximate to the consumer's home address where the consumer can retrieve through the interactive kiosk in an interactive and secure manner from database 40 targeted coupon data to print at least one coupon 70, subsequent to entering his identification or login name and password via a keyboard or any other input means related to the store kiosk, while the consumer is in the store 10 and just before the consumer engages in a transaction, while giving the manufacturer or coupon issuer 14 or coupon distributor 16 via the online service provider 2 the latitude or flexibility to increase or decrease or modify the targeted coupon data or more specifically the coupon value 74 associated with a particular product or UPC code 82 if the latest transaction data including redeemed coupon data for the day received from a plurality of retail stores 10 show that the number of coupons allowed to be printed and redeemed exceeds a preset number or the manufacturer's goal has been achieved such that the manufacturer can decrease the coupon value 74 associated with product UPC code 82 regardless of the previously assigned value.

As per claim 2, Barnett discloses an online coupon distribution system, wherein once a user joins the online coupon distribution system subsequent to the registration process, the user can connect or access or log into, by inputting via a **keyboard** his identification number or user-specific ID and/or login name, the online service provider 2 system having a web site where the said user can download (request) from **database 40** targeted coupon data, specifically directed to the user's attention, to his computer where the coupon data can be stored in a local database 30 of fig. 2 or used by the user to print one or more coupons 70 as shown in fig. 5 using a printer 8 attached to the user's computer 6 (col. 8: 22-37; col. 8: 46-47; col. 6: 50 to col. 7: 11).

As per claims 9-10, Barnett discloses an online coupon distribution system wherein one or more printed coupons are presented by the user for redemption in the normal or conventional fashion when shopping at a desired retailer. Following the redemption process, the redeemed coupon data are transmitted by the desired retailer to a coupon redemption center 13 where they are electronically read and the user-specific data are recorded in a coupon redemption database (D/B) 12. Further, the user's transaction data including the redeemed coupon data (redemption data) are provided to the coupon issuers 14 and coupon distributors 16 of fig. 1 for integration into further marketing analysis. In order words, the issuers 14 and coupon distributors 16 of fig. 1 utilize the user-specific data (coupons deleted, coupon printed and demographic data) along with the redemption data to generate or compile subsequent coupon packages targeted specifically at certain user categories or selected categories of products. It is further contemplated that the coupon issuers 14 and coupon distributors 16 can use the user's transaction

data including the coupon redemption data in many ways without impacting the functionality or utility or operation of the system. For example, as implicitly supported in the current reference, the coupon issuers 14 and coupon distributors 16 can use the user's transaction data including the coupon redemption data to further generate more targeted coupons or fewer targeted coupons or simply update electronic coupon data specifically directed to the user's attention, wherein these coupons are redeemable on a selected category of products (See abstract; col. 3: 44-52; col. 6: 58-65; col. 7: 12-20; col. 7: 45-55).

Claims 7-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Barnett, US Patent 6, 321, 208 B1

As per claims 7-8, Barnett does not explicitly disclose providing to the user or consumer a computer diskette, containing data from the computer network, used by the user as a data entry means **to access the in-store redemption system (kiosk).**

However and in general, Barnett explicitly discloses, in the background section, that US Patent 5, 176, 224 to Spector teaches a closed-loop coupon system, which consists of a kiosk type or coupon dispenser-printer system located at a retail store (in-store redemption system). The kiosk or coupon dispenser-printer system is linked to the manufacturer's system in order to obtain specific coupon information. A consumer selects the desired coupon at the kiosk and the coupon is printed and dispensed. Subsequently, the consumer presents the printed coupon at the cash register where a discount is applied and the discount transaction data are transmitted back to

the manufacturer for further marketing analysis. Furthermore, Barnet discloses that US Patent 4, 674, 041 to Lemon teaches a system with remotely located coupon printing stations capable of limiting the number of coupons printed in a given time period. Each coupon station has a display for indicating the available coupons, selection means to allow the consumer to choose the desired coupon and a coupon printer for printing the selected coupon. The system disables display of a particular coupon when a pre-selected coupon limit has been reached. Finally, Barnett admits that the prior art fails to provide a secure, interactive and targeted coupon generation system in which the user can request, store, manipulate and print coupons as desired based on the user or consumer specific profile information, such as demographic data, data representative of coupons requested, selected, printed and redeemed, and wherein the specific profile information and transaction data related to the redeemed coupons are forwarded back to the coupon issuer 14 and coupon distributor 16 for further processing and marketing analysis to thereby efficiently targeting subsequent coupon delivery to the user or consumer. In short, Barnett does disclose the use of kiosk or coupon dispenser (in-store redemption system) located at a local retail store. See col. 3: 36-62.

Furthermore, providing a Software or a tool encoded on a computer readable medium to a user or customer which, when installed on the user's computer, allows the user to access an online distribution system or a computer network, such a LAN, WAN or the Internet, is a well-established business method practiced in the industry for many years. In fact, Internet Service Providers or ISPs, such as AOL (America Online), have been distributing free software encoded on 1.44 floppy diskettes to selected users. The diskette mailed by AOL, for example, bears a temporary login name and password or identification. Upon installing the software, encoded on

the diskette, on his computer, a user will be prompted to enter the temporary login name and password or identification, which allow the user to connect via a telephone line to a remote server associated with the ISP or AOL, wherein, upon validating the user's temporary information imprinted on the diskette, the user can complete the installation or registration process by providing his demographic data including a credit card number for future billing and establishing a login name or screen name and a password or identification. Subsequent to the installation or registration process, the user, now registered, can browse the ISP site or visit other sites or web sites available on the Internet. Finally, the registered user can, at any time, use his established login name and password to connect to the Internet, via the ISP, or to read or send e-mails or browse for local content available at the ISP site

Finally, it is common practice in the industry to provide a data entry means such a user's or shopper's card to a user, containing the user's identification and other relevant data, used by the user to access, for example, a store kiosk where the user can view, at least, coupon information stored under his account in a remote database. ("Official Notice").

Therefore, an ordinary skilled artisan, implementing the Barnett's system, would have been motivated at the time of the invention to combine the above public disclosure with the Barnett's system so as to use an interactive kiosk (in-store redemption system), having an input means such as a keyboard or a 1.44 floppy disk drive used to load data therein, located within a retail store 10 as an alternate delivery or distribution means and to allow a user visiting the retail store 10 to identify himself by inserting or inputting a 1.44 diskette, having encoded thereon his login name and password and other pertinent information downloaded from the network, into the

1.44 floppy disk drive coupled to the kiosk, linked to the online service provider 2 server database 40 via a communication means to retrieve targeted coupon data stored in the database 40, so that he can request, view, select and retrieve in an interactive manner targeted coupon data stored in the consumer's or user's file in remote database 40 and related to at least one discount coupon based on the consumer's aggregate profile information, wherein the retrieved coupon data are used to obtain a secure hard copy or to print the at least one coupon 70 using a printing device connected to the interactive kiosk, having the necessary computer hardware and software, and wherein the printed coupon 70, having imprinted thereon a bar code 90 indicative of the consumer identification, bar code or product UPC 82 and bar code 84 representative of the discounted product, redemption address 86 indicative of the local store 10, redemption instruction 88, offer description 76, expiration date 78, logo 80 and coupon value 80 (fig. 5; col. 12: 14-25), is taken by the consumer to the local store 10 checkout where the coupon 70 is redeemed, by reducing the consumer's transaction by an amount equal to the coupon value 74, when a product in the consumer's order matches the product UPC code 82 following a validation process via a remote coupon clearing center 13 and wherein, at the end of the transaction, the consumer's transaction data including the redeemed coupon data are not only being forwarded to the coupon issuer 14 and coupon distributor 16 for integration into marketing analysis to further prepare more targeted coupon data stored in remote database 40 and made available via the consumer's PC 6 and the retail store kiosk to the particular consumer, but also are being used to prevent any subsequent redemption attempt since a printed coupon 70 is redeemable only once, thereby rendering the coupon delivery or distribution system more flexible and readily accessible to a consumer by installing an interactive kiosk, coupled via a communication means to the

online service provider 2 database 40 storing the consumer's targeted coupon data, at a local store 10 proximate to the consumer's home address where the consumer can retrieve through the interactive kiosk in an interactive and secure manner from database 40 targeted coupon data to print at least one coupon 70, subsequent to entering his identification or login name and password via a keyboard or a diskette containing the identification information and other relevant data downloaded from the network and inserted into a 1.44 floppy disk drive related to the store kiosk, while the consumer is in the store 10 and just before the consumer engages in a transaction, while giving the manufacturer or coupon issuer 14 or coupon distributor 16 via the online service provider 2 the latitude or flexibility to increase or decrease or modify the targeted coupon data or more specifically the coupon value 74 associated with a particular product or UPC code 82 if the latest transaction data including redeemed coupon data for the day received from a plurality of retail stores 10 show that the number of coupons allowed to be printed and redeemed exceeds a preset number or the manufacturer's goal is achieved such that the manufacturer can decrease the coupon value 74 associated with product UPC code 82 regardless of the previously assigned value.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claim11 is rejected under 35 U.S.C. 102(e) as being anticipated by Barnett, 6,321, 208B1.

As per claim 11, Barnett discloses a system for distributing in an interactive manner over a computer network or the Internet by an online service provider 2 of fig. 1 electronic coupons (Virtual coupons) received from coupon issuer 14 or coupon distributor 16 to registered users using remote computers 6 of fig. 1 wherein a central repository or database 40 of fig. 6 associated with online service provider 2 stores electronic coupon packages and a database file 42 stores users' demographic data or profile data (name, address, income, etc.,), provided by the users during an online registration process with the online service provider 2, and survey responses given by the users. First, a user initially visits the online service provider 2 web site and downloads or accesses generic or untargeted electronic coupons or coupon data stored in database 40 and the demographic data collected from the user during the initial visit (registration process) are used to target specific coupon data packages for subsequently downloading by the user. It is further understood that those specific coupon data packages generated for the user or specific user are stored in the database 40 of the online service provider 2 along with uniquely created user-specific identification indicia uniquely identifying the user or customer using or participating in the online coupon distribution system (col. 7: 55 to col. 8: 5; Claim 1 of the current reference). Once the user joins the online coupon distribution system subsequent to the registration process during the initial visit, the user can connect or access or log into, by inputting via a keyboard his identification number or user-specific ID and/or login name, the online service provider 2 system having an associated web site where the said user can download

(request) from database 40 of the online service provider 2 targeted coupon data, specifically directed to his attention, to his personal computer 6 where the coupon data can be stored in a local database 30 of fig. 2 or used by the user to print one or more coupons 70 as shown in fig. 5 using a printer 8 attached to the user's computer 6 (col. 8: 22-37; col. 8: 46-47; col. 6: 50 to col. 7: 11; col. 9: 33-52). The one or more printed coupons are presented for redemption in the normal or conventional fashion by the specific user or customer, shopping at a desired retailer 10, and a price reduction equal to the value of the discount 74 shown on the coupon 70 is applied to the customer's order when a product in the customer's order matches the product UPC code 82 imprinted on the printed coupon 70 presented by the customer. Following the redemption process, the redeemed coupon data are transmitted by the desired retailer to a coupon redemption center 13 where they are electronically read and the user-specific data are recorded in a coupon redemption database (D/B) 12. Additionally, the user's transaction data including the redeemed coupon data (redemption data) are provided to the coupon issuers 14 and coupon distributors 16 of fig. 1 for integration into further marketing analysis; in order words, the coupon issuers 14 and coupon distributors 16 of fig. 1 utilize the user-specific data (coupons deleted, coupon printed and demographic data) along with the redemption data to generate or compile subsequent coupon packages targeted specifically or directed to the user's attention (using redemption data to update the user's virtual coupons or electronic coupons) (See abstract; col. 6: 58-65; col. 7: 12-20; col. 7: 45-55).

Response To Applicant's Arguments

Applicant's arguments with respect to claimed invention have been considered but are moot in view of the new ground(s) of rejection. In other words, the Applicant's remarks are based on the newly amended claims and are fully addressed in the above Office Action.

Therefore, the Applicant's request for allowance or withdrawal of the last Office Action has been fully considered and respectfully denied in view of the foregoing response since the Applicant's arguments as herein presented are not plausible and thus, the current **Office Action has been made Final.**

Conclusion

Although the following references were not officially used in the prosecution of the Instant Application, they were highly considered as relevant prior art. Applicants are further advised to consult these references.

US Patent 5, 887, 271A to Powell discloses a coupon kiosk located at a POS and used by a consumer while he is at the POS to view targeted coupon data stored under his account subsequent to identifying himself by inserting his customer card into the kiosk entry means.

US Patent 6, 014, 634A to Scroggie et al. discloses a system for providing an electronic incentive to a user who can download coupon data from a web site and obtain a hard copy of a coupon by using a printing device.

US Patent 5, 717, 923A to Dedrick discloses providing a software tool to a user for allowing the user to participate in an online advertising distribution system (col. 3: 37-67).

US Patent 5, 855, 007A to Jovicic discloses an electronic coupon distribution and communication system.

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (703) 308-6287). The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner

by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (703) 305- 8469.

For information on the status of your case, please call the help desk at (703) 308-1113. Further, the following fax numbers can be used, if need be, by the Applicant(s):

After Final- 703-872-9327

Before Final -703-872-9326

Non-Official Draft- 703-746-7240

Customer Service- 703-872-9325

JDJ

04/14/04

Jean D. Janvier
Patent Examiner

Art Unit 3622